Claims

What is claimed is:

1.   A system comprising a financier and a merchant for facilitating distribution of incentives from a merchant to a parent:

said financier is in communication with said merchant, said merchant is in communication with a subsidiary, and said subsidiary is financially related to a parent;

said financier is configured to facilitate the receipt, maintenance and provision of incentive information regarding one or more incentives to be provided to said parent, said incentive configured to encourage one or more behaviors by said subsidiary;

said merchant is configured to receive financial information from said subsidiary, forward said financial information to said financier, receive said incentive information from said financier, and provide one or more incentive to said parent, said one or more incentive based at least in part on said incentive information.

2.   The system of claim 1, wherein said parent is an employer of said subsidiary.

3.   The system of claim 1, wherein said parent is a guardian of said subsidiary.

4.   The system of claim 1, wherein said merchant is an airline.

5.   The system of claim 4, wherein said incentive comprises one or more discounts redeemable for travel services.

6.   The system of claim 1, wherein said financial information is configured to identify a credit card account.

7.   The system of claim 1, wherein said financial information is configured to identify a charge card account.

8.   The system of claim 1, wherein said financial information is configured to identify a debit card account.

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9.   The system of claim 1, wherein said financial information is configured to settle a transaction involving one or more service provided by said merchant to said subsidiary and said one or more incentive is based at least in part on said one or more service.

10.   A method for facilitating distribution of incentives from a merchant to a parent wherein the merchant comprises the steps of:

receiving financial information from a subsidiary, said financial information configured to settle a transaction involving one or more service provided by said merchant to said subsidiary;

forwarding said financial information to said financier, wherein said financier provides said incentive information regarding one or more incentives to be provided to a parent, said one or more incentives configured to encourage one or more behaviors by a subsidiary;

receiving said incentive information from said financier; and

providing one or more incentive to said parent, said one or more incentive based at least in part on said incentive information.

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